CRM FUNDAMENTALS I

Course Content

Overview of the SAP CRM application:

- -Fundamentals and architecture
- -Overview of key areas (Marketing, Web Channel, Channel Management, Sales, Interaction Center, Service, Field Applications, Analytics, Implementation & Operation)

Customizing fundamentals for CRM - CRM basic data:

- -Account Management
- -Organizational model
- -Product master
- -Customizing settings for each object